

Anekwe, Imelda (ASRC)

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Sent: Friday, July 28, 2006 1:28 PM
To: STIC-EIC3600
Subject: Database Search Request, Serial Number: 10/032684

Requester:
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TC 3600 - GROUP ART UNIT 3625
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Case serial number:
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Paper

Search Topic Information:

10. (Currently Amended) A method of printing and delivering digital image(s) from a merged digital image files for one or more recipients, comprising:

- a) a consumer electronically transmitting digital image(s) and consumer information including image locator information, recipient location information and demographic information_ 2 other than address information, identifying the consumer or recipient, from a consumer location remote from and over a communication channel to a central receiving agency which stores such digital image(s) and locator information in a memory, wherein the demographic information includes at least one of age, ethnicity, or income;
- b) a plurality of sponsors each electronically transmitting at least one sponsor digital image and demographic requirements identifying consumers and recipients to the central receiving agency;
- c) the consumer identifying a particular stored image in the memory using the corresponding image locator information and the recipient location information of one or more recipients;
- d) the central receiving agency selecting one or more sponsor's digital image(s) based upon a correlation between the demographic information provided by the consumer and the demographic requirements provided by the sponsor(s);
- e) the central receiving agency merging into a digital image file the consumer identified digital image(s) and the corresponding selected sponsor digital image(s) selected by the central receiving agency;
- f) transmitting the corresponding merged digital image file for the identified particular stored image in the memory and display such image and the merged information to the printing location of the consumer or identified recipient(s);
- g) printing the merged digital image file at the printing location corresponding to consumer identified recipient(s) and delivering the printed merged image file in a package or postcard to the location corresponding to the recipient(s); and
- h) the sponsor making at least partial payment to the central receiving agency for the printing and delivering the merged digital image file.

Special Instructions and Other Comments:
plz call for clarification. thx. jimz 571-272-6766

